GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:1138
ANSWERED ON:21.07.2017
Sukanya Samriddhi Yojana
Dhotre Shri Sanjay Shamrao;Hemamalini Smt. ;Singh Shri Satya Pal

Will the Minister of FINANCE be pleased to state:

(a) the number of accounts opened under Sukanya Samriddhi Yojana (SSY) being implemented by the Government under the Beti Bachao Beti Padhao Campaign across the country since inception, Bank-wise and State/UT-wise;
(b) whether the Government has received complaints against bank employees for delinquent services and irregularities in implementation of SSY across the country;
(c) if so, the details thereof since inception, State/UT-wise and Bank-wise and the reasons therefor along with the action taken/being taken by the Government on such complaints so far;
(d) whether the Government has made sufficient publicity of the yojana to ensure its outreach to every citizen living in the country particularly in remote areas; and
(e) if so, the details thereof and if not, the reasons therefor?

Answer

(a) Statements showing the number of accounts opened and amount deposited, State/UT wise and Bank-wise, under Sukanya Samriddhi Account Scheme, upto 30.06.2017, are attached as Annexure-I.
(b)&(c) Government has not received any complaint against bank employees for delinquent services and irregularities in implementation of SSY across the country.
(d)&(e) Government is taking various measures to promote the scheme by launching advertisement through the print and electronic media from time to time. The details of publicity of the scheme are as under:

S.r.	Description	Date
1	Advertisement in print media on Pan India basis.	22.1.2015
2	Advertisement in print media on Pan India basis.	22.02.2015
3	Advertisement in print media on Pan India basis.	04.03.2015
4	Advertisement in print media on Pan India basis.	12.04.2015
5	Advertisement in print media on Pan India basis.	1.4.15 to 19.4.15
6	Prasar Bharti − Air, Spot broadcast	5.3.16 to 14.3.16
7	Broadcasting Radio Jingle on SSA on Air	1.1.17 to 12.1.17
8	Telecasting a campaign on SSA on Doodardhan News and DD-1	16.3.17 to 24.3.17